



transmitting the audio/video content over a transport medium;  
multiplexing enhancement data including announcements associated with  
multiple audio/video programs for transmission over a separate delivery mechanism; and  
transmitting a predetermined indication over the separate delivery  
mechanism to a first location at which the announcements in the enhancement data are  
expected, the predetermined indication being associated with one of the audio/video  
programs and identifying a location other than the first location of one or more  
announcements associated with the one audio/video program.

12. The method of claim 11, further comprising multicasting the enhancement  
data and predetermined indications to a plurality of receivers.

13. The method of claim 11, wherein the enhancement data is according to an  
Advanced Television Enhancement Forum Specification.

14. The method of claim 13, wherein the first location includes an IP address  
and port at which announcements are expected to arrive.

15. A system capable of receiving audio/video content over a transport  
medium and ancillary information over a separate delivery mechanism, comprising:  
a first device adapted to receive the audio/video content associated with a  
plurality of audio/video programs over the transport medium;  
a second device adapted to receive one or more special indicators and a  
stream of ancillary information portions associated with a plurality of audio/video  
programs over the separate delivery mechanism; and  
a controller adapted to locate one or more ancillary information portions  
associated with a tuned audio/video program based on information in a special indicator  
identified with the tuned audio/video program,  
wherein the ancillary information portions include announcements, and  
the special indicators include data identifying locations of the one or more  
announcements.

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1       16.     The system of claim 15, wherein the ancillary information is according to  
2     an Advanced Television Enhancement Forum Specification.

1       17.     The system of claim 16, wherein the announcements are expected at an  
2     announcement IP address and port.

1       18.     The system of claim 15, wherein the first and second devices may include  
2     different parts of a software routine.

1       19.     A system for transmitting audio/video content and announcement  
2     information portions, comprising:  
3               a first unit adapted to transmit audio/video content over a transport  
4     medium;  
5               a controller adapted to combine announcement information portions  
6     associated with a plurality of audio/video programs for transmission; and  
7               a second unit adapted to transmit the combined announcement information  
8     portions with a special indicator associated with an audio/video program, the special  
9     indicator being transmitted to a first location at which the announcement information  
10    portions are expected, the special indicator identifying locations of the announcement  
11    information portions.

1       20.     The system of claim 19, wherein the announcement information portions  
2     include announcements according to an Advanced Television Enhancement Forum  
3     Specification.

1       21.     An article including one or more machine-readable storage media  
2     containing instructions for communicating audio/video programs in a system, the  
3     instructions when executed causing a device in the system to:  
4               receive the audio/video programs, each audio/video program including at  
5     least one of audio data and video data, over a transport medium from a source;

